



# UMTRI

## **Maintaining Safe Mobility for Older Adults: Michigan's Integrated Approach**

**David W. Eby, PhD, Research Professor  
Head, UMTRI Behavioral Sciences Group  
Director, ATLAS Center**

**Fourth Annual Conference on Livable Communities**

**June 1, 2017**

# Introduction

- **Michigan's population is aging.**
  - About 10% of Michigan residents are age 70+.\*
  - In rural Michigan counties, up to 20% are age 70+.\*\*
  - By 2030, 1.5 million will be age 70+ (14% of population).\*
  - 60-66% will be women.\*
- **Older adults have safe mobility needs.**
  - More than 80% are licensed to drive and drive often.\*
  - About 13% do not drive at all.\*
  - Of non-drivers, about 74% report some level of dissatisfaction with their mobility.\*

\* Eby, et al. (2011). Recommendations for Meeting the Transportation Needs of Michigan's Aging Population. Lansing, MI: MDOT.

\*\* Eby et al. (2012). Recommendations for meeting the Mobility Needs of Older Adults in Rural Michigan. Lansing, MI: MDOT.

# Introduction

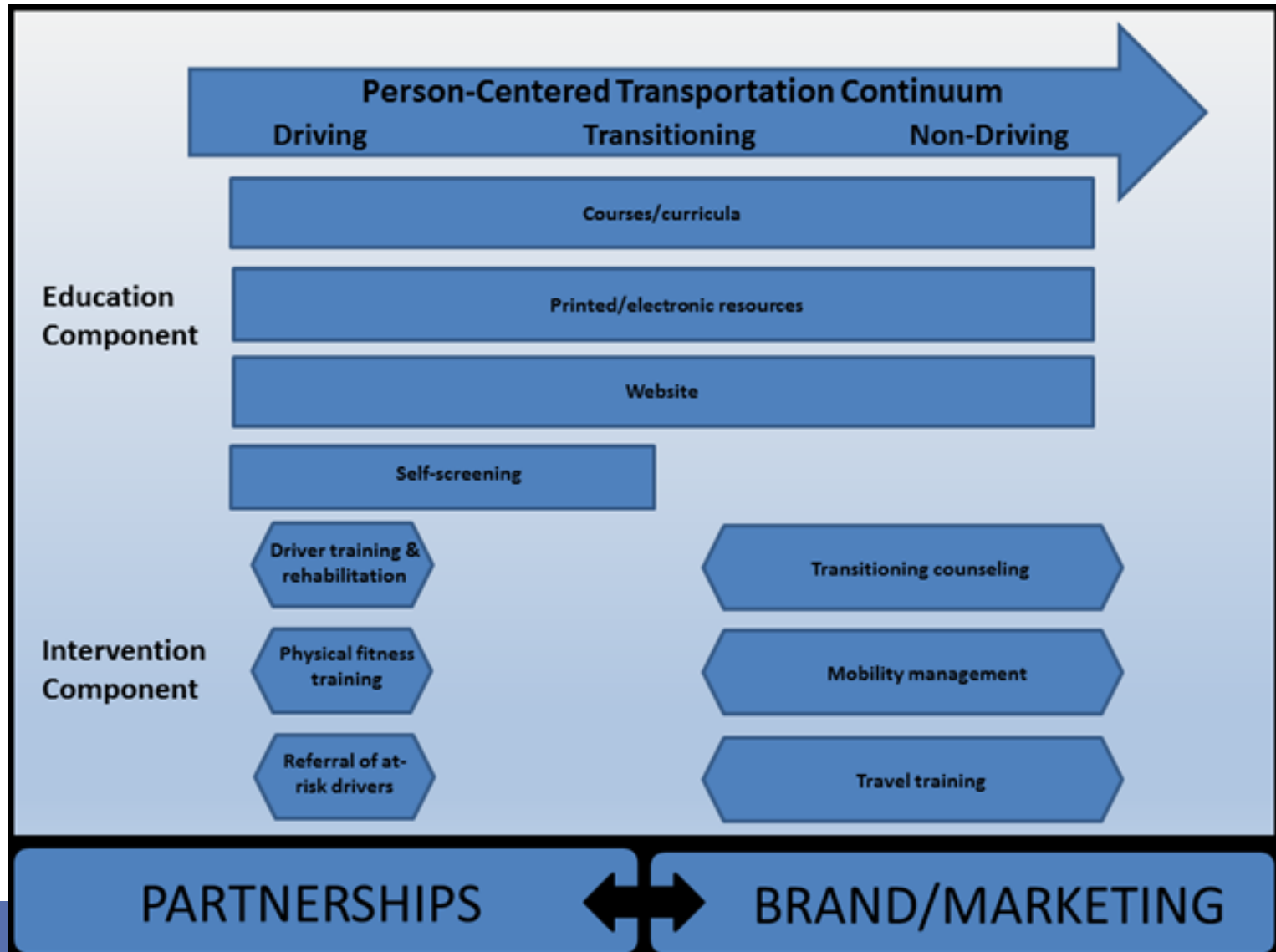
- In response to this pressing societal issue, MDOT sought to plan, test, and implement an effective, sustainable, statewide strategy for addressing older adult safe mobility:
  - 1) Help Michigan adults age 60 and older continue driving for as long as they can safely do so.
  - 2) Help older adults retire from driving when appropriate and stay safely mobile after stopping driving.
  - Components: Education, intervention, and collaboration.
- MDOT contracted with UMTRI to assist in the development, implementation, and testing of the strategy
  - 3-year, three phase, project.

# Michigan Strategy

- **Phase 1**: Identify and evaluate potential models and design alternatives for a sustainable strategy; Recommend strategic partnerships.
- **Activities/Outcomes:**
  - Literature review.
  - Recommended Advisory and Stakeholder group members.
    - Collectively, about 40 people from a variety of organizations: State gov., police, health, aging services, transit, etc.
  - Detailed recommendations for strategy .



# Michigan Strategy: Model



# Michigan Strategy


- **Development of brand/logo:**
  - Brand themes generated by communication departments of Michigan Department of Transportation (MDOT), Michigan Department of State (MDOS), and Michigan Office of Highway Safety Planning (OHSP).
  - Logo examples were produced by MDOT graphic arts department.
  - Presented to Advisory/Stakeholder groups.
  - Revised brand/logo idea combinations were tested in focus groups (older drivers/informal caregivers) and structured interviews (professionals).



# SDSO Strategy

- Final Logo/Brand

*Safe Drivers  
Smart Options*  
Keys to Lifelong Mobility



# SDSO Strategy

- Website
  - A committee looked at similar websites in other states and made decisions on the look and basic organization of the SDSO website.
  - Content drawn from literature review and oither UMTRI activity.
  - MDOT took the lead in developing the draft website.
  - MDOS offered to host and maintain the site with input from the SDSO strategy leadership.

<http://www.michigan.gov/agingdriver>



# Safe Drivers Smart Options

Keys to Lifelong Mobility



ACTIVE DRIVERS

FAMILY & FRIENDS

PROFESSIONAL'S CORNER

PARTNERS

FIND A RIDE



## Your independence is vital...

and driving is a vital skill to get you where you want.

Safe Drivers - Smart Options provides resources for active older drivers, and for drivers who may be considering limiting their driving and finding other transportation choices.

Your goal, and ours, is your safe, lifelong mobility!

GET STARTED

## Aging Drivers

Driving is a skill you've spent a lifetime on, and you know it's a skill that requires both physical ability and quick reactions. Click the attached button for a set of resources designed to help you stay active and safe behind the wheel.



MORE INFO

## Family and Friends

Your loved ones want you to stay active. And they want you to stay safe! Click here for tips and resources for active older drivers and their family members about safe driving and safe options for getting you where you want to be!



MORE INFO

## Professional's Corner

Your health care providers and others, including public safety officers and driver licensing experts have a wealth of information designed to keep you safe and keep you active. Here you'll find contact information, ways to discuss your concerns about driving and helping make decisions about driving and other mobility choices.

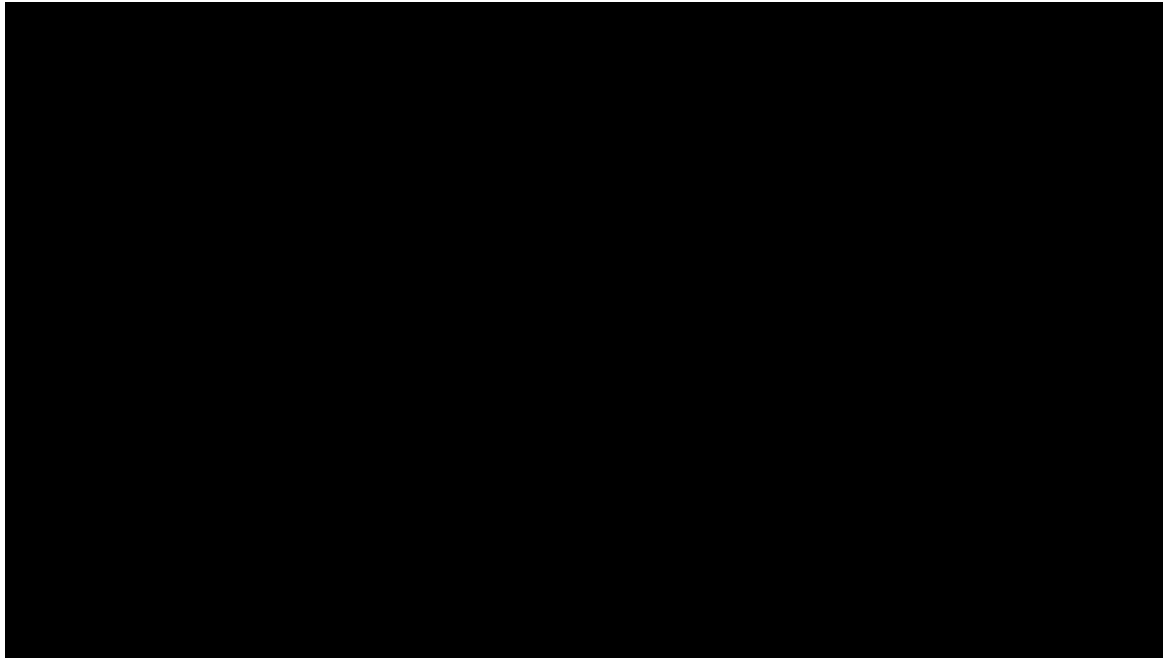


MORE INFO

• **UMTRI  
pilot tested  
website  
with all 3  
audiences.**

# SDSO Strategy

- **Implementation:**
  - **SDSO partner organization marketing personnel worked together to develop marketing materials including: bookmarks, posters, videos, etc.**



# **SDSO Strategy**

- **UMTRI worked directly with four service delivery providers (SOS offices; health care; state police; and Area Agency on Aging) to facilitate implementation.**
- **In Phase 3, UMTRI conducted before/after implementation surveys of awareness and information needs for all three target audiences.\***
  - **Awareness of SDSO Strategy was low among older adults and family members/caregivers.**
  - **Awareness was moderate among professionals (40% had heard of the strategy)**
  - **In general the website contains the types of information being sought by the various audiences.**
  - **There are pros and cons to providing information through a website: use of non-Internet sources; lack of Internet; etc.**

# **SDSO Strategy**

- **The SDSO strategy is currently managed by the MDOS, who have developed a management structure consisting of a business roundtable, an operating committee, and a communications subcommittee.**
- **UMTRI developed a list of 29 recommendations for moving the SDSO Strategy forward that included:**
  - **Supporting the integration of the SDSO Strategy goals into stakeholder organization's strategic planning;**
  - **Developing a process for reviewing and adding resources to Strategy that are evidence-based;**
  - **Working with marketing professionals to develop and implement a marketing plan for the Strategy; and**
  - **Developing action plans for SDSO management.**



## Questions?

